

# **DRAFT VERSION**

## **IowAccess Project Plan**

**Project 1: Citizen Information Network Overall Support System**

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### **Mission Statement:**

Provide seamless, appropriate one-stop electronic access for government services and information, whether federal, state, county or city, ensuring equal access by all citizens.

### **Need Statement:**

All citizens have a need for basic government services and information, but often customers find the system, which requires multiple levels of government and multiple agencies, very confusing. World wide web technology can make accessing government much simpler. It can allow citizens to access government services “anytime, anyplace”. Services and information can be made available 24 hours, 7 days a week from home, business, public libraries, schools and Internet accessible kiosks placed in strategic locations.

### **Problem Statement:**

State and federal governments have made an effort to place information about various departments and services on the Internet. Only a few local governments have been able to duplicate that effort. While some information is available, the ability to actually conduct business transactions with government entities electronically is virtually non-existent. Government needs to partner with the private sector in utilizing technology to conduct business directly with citizens.

### **Client Population:**

- General public (users of technology)
- General public (non-users of technology)
- Business (users of technology)
- Business (non-users of technology)
- Government employees that work directly with the public (all levels of government)
- Special interest groups (users of technology)
- Special interest groups (non-users of technology)

## **Project Scope:**

**Purpose:** This project will design and implement a citizen information network; a seamless interface to all government entities utilizing Internet web and other appropriate technologies.

**Project Parameters:** Develop an overall support system through which public agencies can provide on-line Internet services. The system will link together in a seamless interface various government homepages provided by federal, state and local governments.

The project will provide a consolidated search engine and search index to make available information and transactions in a user friendly, reliable, accurate and secure environment.

The project will work with local government associations, citizen groups and business organizations and through a series of focus groups will develop a series of model home pages based on defined interest in government services.

The project will find the appropriate technical resources to design and implement these home pages.

The project will secure the financial resources necessary to provide technical assistance to facilitate development of home pages by various governmental entities.

**Solution Approach:** Define a phased approach that will display information in phase one and will allow electronic business transactions in phase two.

Identify the implementation alternatives...existing programs, do-it-yourself, private partnerships, outsourcing, etc.)

## **Steps in the Process:**

- Search other states web sites to gather ideas and designs.
- Conduct focus groups to determine what information is required and what services are preferred.
- Assess the willingness of stakeholders to participate in the Iowa Access project.
- Identify access points for system use.
- Assess home pages accessible in all levels of government and determine what information is currently available. (Ex. the State Library has a site that will link to 8 million book titles in Iowa libraries).
- Develop a model template for home pages and establish links to existing pages.
- Contract with an organization to develop the home pages.
- Identify the hardware required, the proposed location of the hardware, resources necessary to maintain and secure the Iowa Access project.
- Develop a marketing model which will require public service announcements, brochures, press releases to various business organization and government entity newsletters, etc.
- Develop an evaluation and benchmark model.

**Resources Needed to Proceed:**

- Web technical experts (networking, home page development, etc.)
- Web security experts
- Graphics designers and copywriters to design pages and marketing materials
- Consultants to run focus groups

**Timeline:**

Testing must start July 5, 1998

**Project Goals:**

Link together various governmental home pages provided by federal, state and local governments to provide a seamless, user friendly citizen information network for use by Iowan's to access government services and information.

Enhance the current systems (State of Iowa homepage and the Federal Government Information Exchange homepage) to ensure that services are reliable and accessible when needed.

Utilize search and index web technology so information can be easily obtained. Services should be indexed by service type and geographic location. (Ex. drivers license in Polk county).

Design regional indexes into the Iowa Access project. (Ex. What recreational opportunities exist in Northeast Iowa).

Coordinate the development of model home pages for use throughout Iowa and provide technical assistance on home page development to small communities.

Develop an overall "umbrella" through which on-line Internet Service via public agencies may be provided.

Pilot a select group of on-line services to be offered on the Iowa Access project.

Develop and set standards for home page development, data definition, data maintenance, data access and security.

Define project to include customer involvement. A "frequently asked questions" survey should be one tool used to determine customer need. A "suggestion" page for citizens to suggest new services or information they would like to see would be included.

Develop a system that will enable customers to download training materials from the web.

The project should be self-supporting with advertising or partnering.

**Evaluation Criteria:**

- Assess number of web pages developed after model is provided
- Number of public agencies and local governments on-line before, during and after
- Identify the number of individuals and entities downloading training materials
- Identify the number of “hits” on the Iowa Access home pages.

**Privacy and Security:**

A security platform will be defined. Security standards will be developed. Confidentiality and security will be a top priority.

**Approaches to Public Education:**

A public awareness campaign must be developed. A series of public information segments, in the free media, and through associations and organization newsletters will be utilized. Public access terminals and Internet local access are not available in some areas of the state. Libraries will be a critical component of the awareness and use of the Iowa Access project. Project 1 will work closely with Project 2 and 3 to integrate a training and awareness program throughout Iowa.

**Project Benefits:**

Iowan's will be able to access and obtain information from all levels of government 24 hours, seven days a week.

Iowan's will become more technologically advanced as they begin to use electronic mediums to obtain government information.

Businesses and citizens will benefit from the eventual ability to conduct transactions electronically. (Ex. obtaining and paying for a fishing license over the Internet).

Businesses will be able to access intergovernmental information on business assistance, census information, workers compensation, procurement opportunities and a number of other related sources.

More local communities will become involved in Internet technology.

**Means of Sustainability:**

Through the use of advertising or partnering with the private sector many options are available for sustaining this project. Iowa Information Technology Services has already been approached by a private group that has implemented similar projects for profit in other states. The Postal Service has also expressed interest in partnering with Iowa.

